

Sawadee ka all TMRS members and friends,

We hope this month has given you the chance to create and cherish special moments filled with love and joy with your children, your mother, and your family.



There are several initiatives that we would like to share with you.

RECENT ACTIVITIES CONCLUDED AT THE END OF JULY

SHELOVESDATA EVENT AT SASIN SUPPORTED BY ESOMAR – JULY 23RD

We are proud to share that our esteemed board members, Dr. Yupin Patara, Dr. Arpat Boonrod, and Dr. Nicha Tanskul, collaborated with Jana Marle Ziskova, President of SheLovesData, to host an empowering event. This event provided a platform for both women and men interested in pursuing careers in data analytics. The event was made possible with the support of Sasin School of Management, ESOMAR, TMRS, and SheLovesData.



THE EVENT WITH SASIN ON JULY 24TH

On July 24th, Khun Dave McCaughan and Dr. Yupin Patara, our esteemed board members, delivered an insightful talk on brand positioning. Their discussion provided valuable perspectives on the topic, contributing to a deeper understanding of brand strategy.



UP COMING EVENT IN SEPTEMBER AND BEYOND

SES UPDATE

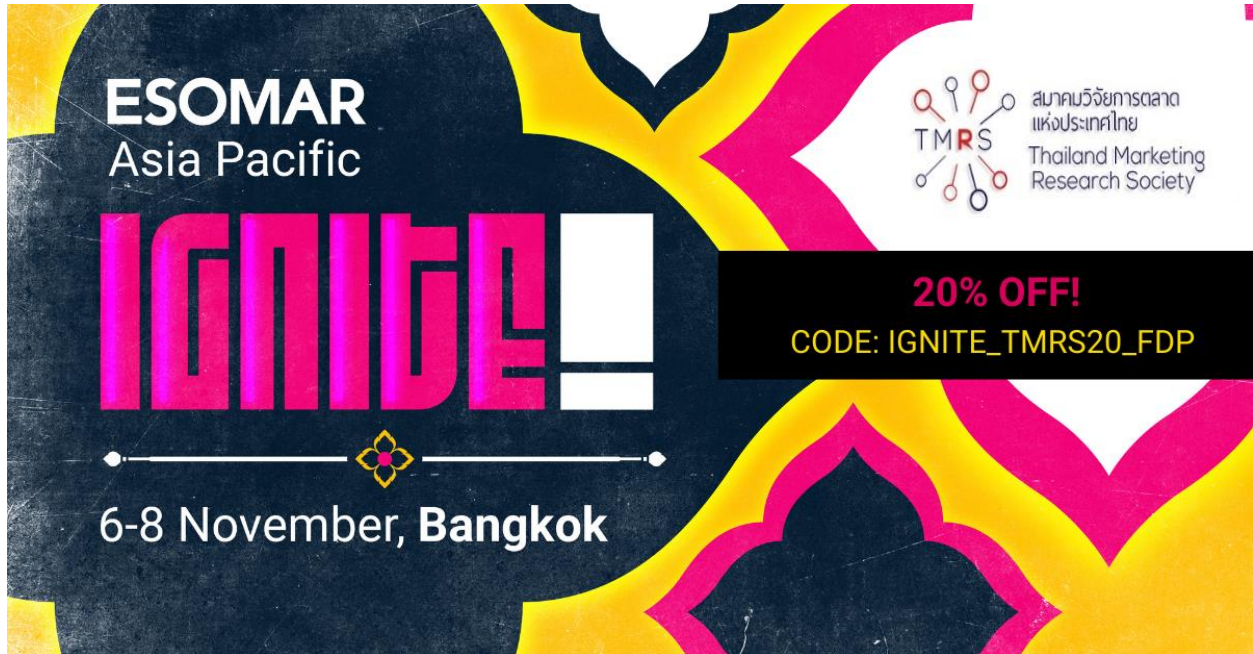
Dr. Jirayut Poomontre (Kasemsant Na Ayutthaya), a member of our board of directors, along with his team, has successfully completed the update on Social Economic Classifications. This update is based on the latest data from the National Statistical Office. We will be organizing an event to present this new classification soon. Stay tuned for more details.



ESOMAR ASIA PACIFIC

Get ready for ESOMAR Asia Pacific, taking place in Bangkok from November 6-8, 2024. This event features a variety of workshops and conference sessions tailored for all attendees.

Special offer: Clients can now join for a flat fee of €500. Additionally, group bookings of three or more participants are eligible for significant discounts. Don't miss out on this opportunity to attend ESOMAR! For TMRS members, enjoy a 20% discount by using the code below:



The banner features a dark blue background with vibrant yellow and pink geometric patterns. The text 'ESOMAR Asia Pacific' is in white, and 'IGNITE 2024' is in large, bold, pink letters. A black box on the right contains the offer '20% OFF!' and the code 'CODE: IGNITE_TMRS20_FDP'. The dates '6-8 November, Bangkok' are at the bottom. The TMRS logo and name are in the top right corner.

ESOMAR
Asia Pacific

IGNITE 2024

6-8 November, Bangkok

สมาคมวิจัยการตลาดแห่งประเทศไทย
TMRS
Thailand Marketing Research Society

20% OFF!
CODE: IGNITE_TMRS20_FDP

IIEX ASIA PACIFIC IS CALLING FOR SPEAKERS AND OPEN FOR SPONSORS

IIEX Asia Pacific is coming back to Bangkok on February 18-19th, offering an exciting opportunity to participate in a dynamic conference and share your latest innovations in gathering and analyzing insights. If you have a paper idea or are interested in sponsorship opportunities, you can submit your proposal or learn more at: [IIEX Asia Pacific](#).



As mentioned, much more to come from TMRS this year. Please do not hesitate to get in touch with us if you have ideas or suggestions via contact.tmr@gmail.com. Our team are delighted to share our view regarding insights with Academia as well as Corporate who would like to know more about insights, marketing research and applications.

Thank you!

TMRS Team



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